Mass Energize Community Climate Leaders Conference

Connect, Engage & Energize
Mobilizing Climate Action in Your Community

Subject to Change

Wednesday, April 30th 2025 I Bentley University
8am - 4pm
Afternoon Programming 4pm - 6:30pm

Registration & Coffee		
8:00 - 9:00	Registration & Sign-in Everyone is encouraged to arrive early for maximum networking opportunities	*Danielson Room*
Art & Games		
8:00 - 5:00	Participants are invited to lend a hand on a collective community art project which will depict our aspirations for positive climate action and a healthier world. Then step right up and get playful with our Climate Carnival games. These classics with an eco-twist are all handmade from reclaimed wood.	*Executive Dining Room*
Welcome & Plenary Session		
9:00 – 9:15	**Welcome and Opening Remarks**	*Executive Dining Room*
9:15 - 9:45	**Plenary Session** **Climate Chief Melissa Hoffer**	*Executive Dining Room*
Panel Session		
10:00 - 10:40	**Lessons from Climate Campaigns** Stories from around the region on what is working and what is not Highlights from six campaigns: • **Climate Lessons:** Connecting kids with climate change through education *(Michele Buni, Bromfield Green Team)* • **Gas Leaf Blower Restrictions:** Lexington's ongoing transition to battery-powered landcare equipment *(Maggie Peard, Town of Lexington)* • **Heat Pumps and Pizzas:** A surprisingly effective way to engage residents *(Karen Root Watkins, Town of Acton)* • **Landlords Don't Bite!:** Having conversations with landlords about decarbonizing their buildings *(Tom Ehbrecht, Save Green)* • **PlugIn MetroWest:** Electrifying Homes, Empowering Communities! *(Fabiane Goncalves, MassEnergize and Leslie Lowe, Sustainable Sudbury)* • **Vineyard Power:** Empowering the energy transition on Martha's Vineyard *(Luke Lefeber, Vineyard Power)*	*Executive Dining Room*
10:40 - 11:00	**BREAK**	*Danielson Room*

Breakout Session #1 *(50 minutes)*

11:00 - 11:50	*Choose one breakout session to attend* **Advancing Equitable Energy Programs:** Breaking Barriers to Access *(Riddhima Dave)*	*325C*
	Adventures in Heat Pump Coaching: Lessons from experienced volunteer coaches *(Steve Breit)*	*305B*
	Engaging Youth Voices: Youth Perspectives on Climate Education and Action *(Lisa Paul)*	*335*
	Grassroots Volunteer Roundtable: Share your successes and ask questions of your peers *(Karen Root Watkins)*	*325A*
	Mass Save 2025 - 2027: Learn about the new Program Plan *(Emily Horton-Hall)*	*305A*
	Municipal Sustainability Roundtable: Supporting municipal staff & learning from each other *(Jillian Wilson Martin)*	*325B*
	Power Mapping: A strategy tool to understand power — and how to influence it *(Meghan Murphy)*	*340*

Lunch & Keynote Speakers

11:50	**LUNCH**	*Executive Dining Room*
12:25 - 12:40	MassEnergize Remarks	*Executive Dining Room*
12:40 - 1:30	**Keynote Lunch & Learn** moderated by **Martha Grover**, Policy Advisor for Building Decarbonization, MA Executive Office of Energy and Environmental Affairs • **Joshua Low, Partnership Director** *(Yale Program on Climate Change Communication)* • **Jamal Lewis, Director of Implementation Learning & Integration** *(Rewiring America)*	*Executive Dining Room*

Breakout Session #2 *(30 minutes)*

1:40 - 2:10	*Choose one breakout session to attend* **Battery Storage Demystified:** What Works, What Doesn't, Why it Matters *(ReVisionEnergy)*	*325C*
	Breaking Barriers: The Remarkable Power of Personal Climate Action Planning *(Carbon Crew Project)*	*325A*
	Clean Energy Lives... in Your Community! *(MassCEC)*	*305A*
	Save Money & Cut Carbon: Discover a powerful free tool to help residents create their own personalized home-decarbonization plan *(Zero Carbon Home)*	*340*
	Setting Goals and Measuring Progress: Data for local climate action strategies *(Zana Cranmer & Lauren Mattison & Aimee Powelka)*	*335*
	Shape the Future of Municipal Sustainability Training (Interactive Session) *(*MAPC)	*325B*
	Using Rewiring America's Tools to Electrify *(Rewiring America)*	*305B*
2:10 - 2:30	**BREAK**	*Danielson Room*

Breakout Session #3 *(50 minutes)*

2:30 - 3:20	*Choose one breakout session to attend* **Arts in Action:** Creatively motivate & engage your community *(Sabine Von Mering)*	*325C*
	Developing your Path to Opt-In Specialized Code Adoption: How to make a significant climate impact in your community *(Lisa Cunningham)* *This may be helpful if you are working toward becoming a DOER Climate Leader Community.*	*305A*
	Effective Communication: Best practices for climate messaging *(Joshua Low)*	*335*
	En-ROADS Live: Test, Explore, and Act on Climate Solutions *(Ibrahim Shabra)*	*340*
	From Scrappy to Sophisticated: Growing a grassroots organization from $0 to $10K to ... *(Dean Berg)*	*305B*
	Funding Residential Decarbonization Projects: Options for Massachusetts residents *(Travis Estes)*	*325B*
	The Power of Conversations: A key to growing the climate movement *(Sue Vatnick)*	*325A*

Reflections and Closing Remarks

3:30 - 4:00	**Thea Iberall,** Facing the Future Together: Reflections of a Poet **Nathan Scott,** Closing Remarks **Evaluations**	*Executive Dining Room*

Late Afternoon Programming

4:00 - 5:00	**Non-Profit Fair**	*325ABC*
4:45 - 6:30	**Inundation District** Screening and Q&A session *(David Abel)*	*305AB*